

TO: Interested Parties

FR: Kelly Steele, We Are Wisconsin

DA: May 22, 2012

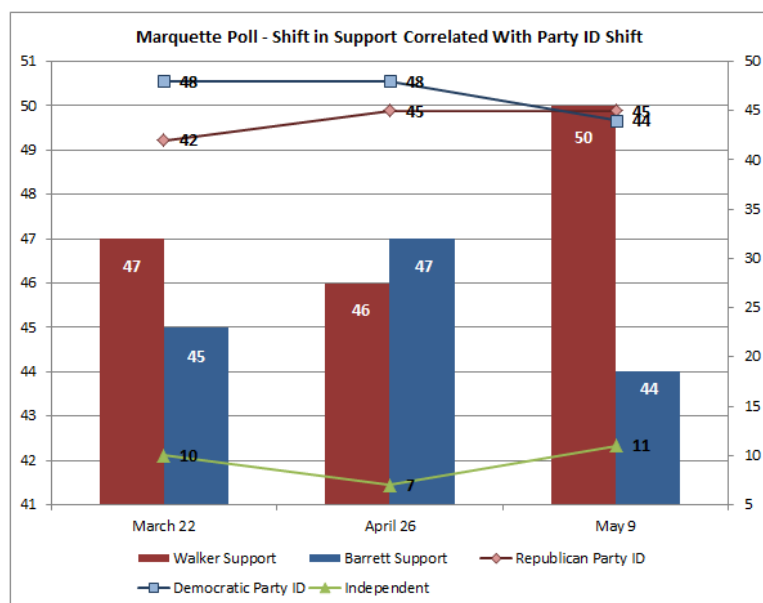
RE: Wisconsin Recall Dead Heat: Reports Of Our Death Have Been Greatly Exaggerated

---

A mere ten days into the 28-day general election between Scott Walker and Tom Barrett, the pre-mortems declaring Democrats sputtering towards defeat in the Wisconsin recall began. Ensuing days had numerous other DC-sourced stories in DC publications on the same meme, excitedly flung into Wisconsin's right-wing echo chamber by operatives whose internal polling almost certainly shows the same thing our side's does—that this race remains a dead heat, with Barrett solidifying and even building on his lead amongst Independents, and Democrats' turnout operation in full gear as early voting and GOTV begin in earnest.

[All three polls from last week](#), on which claims of a Scott Walker surge are based, contained flawed samples that overestimate Republican share of the vote and widely diverge from other polls regarding Walker vs. Barrett amongst Wisconsin Independents. Discarding a "We Ask America" poll done by a Chamber group in Illinois that donates almost exclusively to Republicans, and refused to release crosstabs or sample data on their Mother's Day-only robo-poll, the PPP and Marquette Law polls showing Walker up approximately 5 points can be accounted for almost entirely by a change in their samples from previous polls showing a dead heat in the race. (PPP's sample actually used a Republican vs. Democratic edge higher than the notoriously GOP-tilted Rasmussen poll.)

Hypothesis: If you count more Republicans as a percentage of your sample, the Republican candidates do substantially better. Take the [Marquette Law poll from last week](#). Their previous poll had a dead head between Barrett and Walker, but in their most recent poll, they chopped 4 points off the Democratic portion of the sample.



Notably, the Marquette Law poll also has an uptick of 4 points among Independents, but has Barrett trailing Walker by 28 points (!) amongst those Independents—a wildly inaccurate number that diverges from any other public or private poll by an incredibly large margin. (For example, the [PPP poll fielded a few days later](#) showed Barrett +7 amongst Independents, and the [GQR poll released today](#) shows a similar +6 margin for Barrett amongst Independents.) Not surprisingly, this poll also shows Barack Obama and Mitt Romney tied in Wisconsin—a GOP pipe dream that comports with no other public or private polling.

In addition, none of the polls from last week account for:

- 1) Wall-to-wall statewide coverage of the scandal surrounding Walker’s “Divide & Conquer” remarks—made in private to a billionaire donor. Those stories appeared for days in every print outlet in the state, and garnered 87 Critical Mention hits across every TV market in Wisconsin through last weekend.
- 2) Ad parity which had never existed until this week. The untold millions spent by Walker and his backers had Democrats being outspent as much as 25-1 – a shocking number, given that Walker fails to break 50 in any poll, and the movement in the raw data is literally unchanged from when they turned on the spigots months ago.
- 3) Barrett and his allies now have extremely hard-hitting ads running statewide at high point levels on issues we know move voters – [Walker’s worst-in-the-nation jobs record](#), the [John Doe criminal corruption probe of Scott Walker’s office](#), and the [Walker/GOP “War on Women](#),” which is as aggressive here in Wisconsin as anywhere in America.

The bottom line is simple: Today marks the exact halfway point of the general election between Scott Walker and Tom Barrett, and this race remains a dead heat. It will remain a dead heat between now and Election Day. And as much as Scott Walker’s operatives or the DC pundit class want to declare this race over, nothing could be further from the truth.

This race was always going to come down to a base-versus-base battle of turnout for which our movement has been building and organizing for 15 months. On Election Day, it’s that very turnout that will determine the outcome, and we remain confident in our trajectory and continue to execute our program as planned.